

Message Text

UNCLASSIFIED

PAGE 01 DOUALA 00072 270918Z

21

ACTION AF-06

INFO OCT-01 ISO-00 EB-07 AGR-10 PA-02 PRS-01 USIA-15

COME-00 /042 W

----- 073518

R 270900Z FEB 75

FM AMCONSUL DOUALA

TO SECSTATE WASHDC 887

INFO AMEMBASSY TANANARIVE

UNCLAS DOUALA 0072

E.O.: 11652: N/A

TAGS: BEXP, CM

SUBJ: INITIAL REPORT - CATALOG EXHIBIT

REF: TANANARIVE 205

1. NAME: AGRICULTURAL EQUIPMENT AND SUPPLIES CATALOG EXHIBIT.

2. PLACE, DATE: DOUALA, CAMEROON: JANUARY 27-31, 1975.

3. NINETY-NINE U.S. FIRMS SUPPLIED CATALOGS

4. A. THIRTY-THREE REGISTERED VISITORS.

B. APPROXIMATELY 95 TOTAL VISITORS.

5. 161 RPT 161 TRADE INQUIRIES DEVELOPED.

6. ABOUT 20 COMPANIES WILL RECEIVE PROMISING TRADE LEADS, WHILE
32 MORE SILL RECEIVE MARGINAL TRADE LEADS. THERE WERE EIGHT
OFFERS OF AGENT/REPRESENTATION.

7. COMMENT: DESPITE ACTIVE PROMOTIONAL EFFORTS, SHOW ATTRACTED
RELATIVELY LITTLE INTEREST. NEVERTHELESS, SOME PROMISING LEADS
DEVELOPED. JOHN PELLEGRIN WAS AN EXCELLENT CHOICE AS ITR AND
PERFORMED HIS JOB IN OUTSTANDING MANNER. IN ADDITION TO SERVICE
AT CATALOG SHOW, HE VISITED LOCAL PLANTATIONS TO SEE LABOR IN-
TENSIVE METHODS PRESENTLY EMPLOYED WHICH PRECLUDE USE MANY OF
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PRODUCTS DISPLAYED IN SHOW. EMBASSY/CONSULATE WILL IN NEAR FUTURE

SUBMIT FURTHER JOINT EVALUATION ON THIS SHOW AND THOUGHTS ON
CATALOG SHOWS IN GENERAL FOR CAMEROON MARKET.
MITHOEFER

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Message Attributes

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Disposition Event:
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Margaret P. Grafeld
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